

Portfolio 2026

Dean Patterson

Senior Brand Designer

Ōtautahi Aotearoa

Kia ora, my name is Dean. I am an experienced graphic designer and team leader specialising in advertising and brand identity systems for both established and emerging companies in print and digital media.

With over 20 years of experience in marketing and design across higher education, translation services and advertising agencies, I am committed to delivering high-quality design and brand solutions that achieve results while consistently meeting deadlines.

What follows is a small sample of work I have produced over the years, showcasing branding, system development and campaign advertising.

deanpatterson.co.nz

Publications — Introduction to...

Portfolio 2026.1



The Introduction to 'faculties' publications outlined the offerings and opportunities available within each academic department. These publications serve as guides for prospective and current students, detailing overview of each faculty, programs and degrees, course listings, research opportunities, career prospects and student support services.

Publications — Study Abroad

Portfolio 2026. 2

The Study Abroad publication from the University of Canterbury highlights the unique opportunities available for international students in Christchurch, New Zealand. It emphasises a range of key aspects that contribute to a challenging yet rewarding experience, including diverse academic programs, cultural immersion, supportive environment, research opportunities, outdoor adventures, community engagement and networking and professional development.



Choose Science Campaign

Portfolio 2026. 3



Print, digital signage, billboards and social media

The Choose Science Change the World campaign was designed to showcase award-winning student photography, highlighting the creativity and talent of aspiring scientists. The campaign's visual identity features a distinctive red arrow, symbolising direction and the possibilities that science offers.

UNCOVER THE SMALL THINGS



UC
UNIVERSITY OF
CANTERBURY

150 years
1873-2023

Choose
Science.
Change
the world.



Brand Merchandise Guide

Portfolio 2026. 4



UC's brand merchandise guide is a comprehensive resource designed to help staff navigate the setup and use of merchandise while ensuring consistency in branding. This guide outlines the rules and regulations necessary for producing a cohesive look and feel across all branded materials.



Graduation Week

Portfolio 2026. 5

**Mānawatia ā
mātou tāura**

**Congratulations to
all our graduates**

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND



**Mānawatia ā
mātou tāura**
**Congratulations
to all our
graduates**

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND



The incorporation of the Kōwhaiwhai (Māori motif) Maunga, representing the Southern Alps, adds a significant cultural dimension to the graduation collateral. The themes of journey, unity, integrity, and protection reflect the experiences and aspirations of graduates as they move forward. It creates a strong sense of connection to both heritage and personal growth.

Adult Study Options Expo

Portfolio 2026. 6

By partnering with higher education institutions in Canterbury, the 'Explore Your Study Options (Explore Study/ Your Options)' expo provided adult students with a wealth of options tailored to their future needs and created a valuable platform to discover and compare different pathways.



Social media tile

Print, digital signage (including expo event) and billboards



Study Law Campaign

Portfolio 2026. 7

Study Law campaign effectively built on the UCMe 2021 campaign while tailoring its message specifically for law recruitment. Maintaining branding consistency was crucial for UC recognition, and focusing on the unique aspects of studying law helped attract the right candidates.



Digital signage



Annual Reports 10–24

Portfolio 2026. 8



The annual reports highlight UC's positioning by simplifying complex data with easy-to-read layouts, iconography, and graphs. This enables stakeholders to understand insights, leading to a clearer comprehension of the university's performance and objectives.



Print and digital (PDF) publication

Enrol Now Campaigns 19–25

Portfolio 2026. 9



Print, digital signage, billboards and social media

The Enrol Now campaigns built on the foundations of the UCMe and Choice campaigns, specifically tailoring its message to convey that it's not too late to enrol. This strategic focus not only reinforced the brand identity but also resonated with prospective students, encouraging them to take action in their educational journey.



Social media — Meta Facebook carousel



MBA Info Evening

Portfolio 2026. 10

Applying a solid red background and a concise headline effectively captured attention and boosted attendance at the MBA Info Evening sessions. This Kōwhaiwhai (Māori motif), used across business faculty materials, represents excellence, growth, pursuit of knowledge, ascent, and development, reinforcing the faculty's core values.



MBA Info Evening

Tues 9 November

Register now at
canterbury.ac.nz/mba

UC UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha

Adult Market Campaign

Portfolio 2026. 11

Using simple, powerful headlines, a call to action, and a standout red color palette was a strong and effective strategy for reaching the adult student market. The message 'Start your academic journey today' is both direct and motivational, effectively inviting potential students to take action. This approach not only grabs attention but also emphasises the accessibility and immediacy of further education.

**Pursue
personal and
professional
growth**

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

Find out more

**Explore adult study
options at UC**

**To transcend
boundaries**

"I envision myself playing a pivotal role in fostering innovation and best practices that benefit my team and organisation, the broader community, and the industry."

Sanjay
Master of Business
Administration (MBA)

**Start your
academic
journey today**

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha



Social media, HTML and print advertising



UCMe Brand Campaigns

Portfolio 2026. 12

The UCMe campaign's ten-year evolution demonstrates a strong commitment to maintaining freshness and relevance, crucial for engaging a diverse student audience. Each year, the campaign's updated look and feel resonated with various demographics and trends, enhancing its appeal. This approach not only increased student enrolments but also significantly strengthened UC's financial position, showcasing the effectiveness of targeted engagement.



Print, digital signage, billboards and social media



Let's talk, I'd love to work with you

| | | | |
|---|--|--|---|
| Personal Details Dean Patterson Merivale Christchurch 8014 New Zealand dpatties@me.com +64 21 125 24 88 deanpatterson.co.nz | Education Wanganui School of Design (University of Waikato) Bachelor of Computer Graphic Design (BCGD) with distinction for academic achievement. Yoobee (Natcoll) Diploma in Computer Graphic Design (dip.CGD) | Certificates and Courses Yoobee <ul style="list-style-type: none">• Web Development Micro-credential Certificate — HTML5, CSS3, JavaScript• UX Design Micro-credential Certificate• After Effects Essentials Certificate University of Canterbury <ul style="list-style-type: none">• Empowerment through Delegation• Coaching Conversations• Communication Skills• Fostering Innovation and Leading Change• Challenging Client Situations• First Aid (Comprehensive) | Software <ul style="list-style-type: none">• Apple macOS• Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI),• Microsoft Office• Visual Studio Code• Google Web Designer• Monday.com / Streamtime |
|---|--|--|---|

| | | | | |
|---|--|---|--|---|
| Employment University of Canterbury (September 2010 – present) Senior Graphic Designer University of Canterbury Private Bag 4800 Christchurch 8140, New Zealand canterbury.ac.nz | Waves Advertising /Crescendo (December 2007 – September 2010) Senior Graphic Designer 9B Beverley Street Merivale PO Box 1029 Christchurch, New Zealand | Q Brand Agency (May 2006 – December 2007) Intermediate Graphic Designer 75 Peterborough Street, Unit 4 Christchurch 8013, New Zealand qbrandagency.com | MLT (April 2002 – May 2006) Graphic Designer 21 Bealey Ave, Unit 9 PO Box 2765 Christchurch 8014, New Zealand mlt.co.nz | Referee Caroline Polson — TwoScoops Co-founder, Client Services and Managing Director G01/10 Sugarloaf Lane Christchurch, New Zealand caroline@twoscoops.co.nz +64 22 068 0887 twoscoops.co.nz |
|---|--|---|--|---|

I am currently the Senior Graphic Designer at the University of Canterbury, where I lead a creative team of designers.

I have been working in the graphic design industry for over 20 years and graduated from Wanganui School of Design (University of Waikato) where I received a Bachelor of Computer Graphic Design Degree (BCGD) with distinction for academic achievement. I have also studied at Yoobee (Natcoll), where I received a Diploma in Computer Graphic Design (dip.CGD).

I have a wide range of skills using Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI) as well as Microsoft Office, Visual Studio Code and Google Web Designer. I have also utilised project management software, including Monday.com and Streamtime.

Throughout my career, I have worked with several design firms, including Q Brand Agency, Waves Advertising/Crescendo, and MLT, and I have provided freelance services to various companies.

At the University of Canterbury, my responsibilities include creative design, typography, and layout for both print and digital media. I provide leadership and management, overseeing creative direction and branded projects. My role also involves scheduling, art direction (including photography), as well as client communication with both internal and external stakeholders. I am an effective problem solver and consistently meet strict deadlines while collaborating closely with Account Managers and other team members.

In support, Caroline Polson, TwoScoops Co-founder, Client Services and Managing Director (previously UC Client Services and Account Manager) is willing to act as a referee on my behalf.

For a more in-depth and personal look at my portfolio, please don't hesitate contacting me:

dpatties@me.com
+64 21 125 2488